

THE BASSANO HERALD

BASSANO, ALBERTA.

VOL I; No. 1

WEDNESDAY, NOVEMBER 23, 1955

\$1.50 per year



A MEETING OF THE LADIES CURLING CLUB WILL BE HELD IN THE TOWN HALL ON THURSDAY, NOVEMBER 24th AT 8:00 P.M. TO REORGANIZE THE CLUB FOR THE COMING SEASON. ALL LADY CURLERS ARE URGED TO ATTEND.

ANGLICAN LADIES GUILD

A TEA AND SALE OF WORK WILL BE HELD IN THE ARMOURIES ON NOVEMBER 30th FROM 3:00 TO 6:00 P.M. GIFTS FOR XMAS "PARCEL POST" FOR THE SMALL FRY.

PLEASE COME AND SUPPORT US.

IS YOUR HOUSE WARM ENOUGH THIS COLD WEATHER? IF NOT, IT WOULD PAY YOU TO SEE ME ABOUT THE HEATING VALUE OF PROPANE. WHY WORK HARD SHOVELLING COAL AND ASHES WHEN YOU COULD SIT BACK AND RELAX. CALL IN AND LET'S TALK IT OVER. PROPANE COOKING AND HEATING IS SUPERIOR

WE SELL ALL PROPANE APPLIANCES AT COMPETITIVE PRICES.

GORDON FERRABY

Your Sturdie Propane Dealer.

PHONE 69

BASSANO

TOWN TOPICS

George McCallum has returned home from Calgary, where he underwent an operation.

Mr. and Mrs. William Rutschke were visitors at Brooks on Saturday.

Mr. and Mrs. George Mason have left for the States on a two week trip.

The Square Dance Club held it's first dance of the season in the new hall on Thursday. Owing to the cold weather the attendance was disappointing but a good time was reported by those present.

The Home and School meeting was held in the Armouries on Monday night.

An auto crash occurred near the hospital when Melvin Rutschke's car skidded into Tommy Clarke's truck. The car was bent up considerably but the truck "took it" well. Icy streets are blamed for the crash.

We understand the Curling Rink is ready for play. Thanks to the cold weather the curling season is starting about six weeks earlier this year

It is reported that several cattle have died in the Bassano district during the past week. The cause of death seems to be a mystery.

Both the Masonic Hall and the Community Hall are nearly completed. If we can arrange to build a new school and a new hospital next year the Town will look quite progressive.

TRX
Jake's Shoe Shop
FOR
Shoe Repairs

THE OBSERVER

BY HUGH PEARCE

You are now reading the first issue of the new weekly newspaper published in Bassano especially for the citizens of Bassano and surrounding districts.

While the newspaper business is essentially a private enterprise, no local weekly can prosper for any length of time unless it is supported by the good will and active assistance of the people of the community which it serves. YOU, the reader, can influence the size and popularity of this newspaper by sending items of local news to the editor each week, by entering your subscription promptly and by using the advertising facilities whenever you require them. Your comments and suggestions would also be appreciated. Please address all letters to the Editor of the Bassano Herald, Bassano, Alberta.

The paper will be printed in the present size for the next three months or so in order to gauge the public's acceptance and, if public demand warrants the expenditure, new machinery will then be installed and a paper printed on more conventional newspaper standards. If the reading public of Bassano and district will support this newspaper as their own weekly the publishers will, in turn, do everything possible to make this new venture an asset to the community.

Say "I read it in the Bassano Herald"

The local Board of Trade organized in any community is, or should be, the watch dog on guard to protect the rights and privileges of it's members in particular and the welfare of the community in general. When some action from forces outside of the district tends to restrict some of those rights and privileges it is clearly a task of the Board of Trade to make an all-out effort to nullify, or at least minimise, the unfavorable results of those actions. Last month the C.P.R. discontinued the Wednesday run of the mixed train between Bassano and Empress. While perhaps that action has not proved too detrimental to the Bassano public, it is worthy of note that no one seemed to consider it as the thin edge of the wedge. It is a well known fact the railway companies are economising by trying to discontinue the operation of non-paying lines or are streamlining their services to the point that the general public are being inconvenienced by being deprived of some of the services they have been used to, even during the "dust bowl" days. I am thinking particularly of the discontinuance of postal services on the new streamlined passenger trains.

The reason behind today's observations is a little rumor to the effect that the C.P.R. is now contemplating discontinuing the morning train between Calgary and Medicine Hat. If this rumor proves to be correct the Bassano district will certainly be inconvenienced by such a move. I believe the C.P.R. must apply to the Board of Transport Commissioners at Ottawa before it may curtail existing services and I would suggest that the Bassano Board of Trade loses no time in obtaining further information on this matter from both the C.P.R. and the Commissioners. In event that the information proves that the C.P.R. does intend to curtail this service a brief should be filed with the Board of Transport Commissioners recording opposition to the idea.

*Congratulations and Best
Wishes for continued success
to the Bassano Herald.*

AND

When buying a T.V. set

BUY VICTOR

BRENTS

MEN'S WEAR & APPLIANCES.

PHONE 12

BASSANO.



CHRISTMAS IS
COMING SOON

SHIPMENTS OF NEW MERCHANDISE ARE
ARRIVING DAILY. DO NOT DELAY. GET THE PICK OF THESE ITEMS. A SMALL
DEPOSIT WILL HOLD ANY ARTICLE.

FOR DO-IT - YOURSELF FANS

WE HAVE A FEW ODD PIECES OF FURNITURE SUCH AS COFFEE TABLES, RECORD
CABINETS AND BOOK CASES THAT ARE SHOP WORN AND WHICH WE ARE SACRIFICING
AT A DISCOUNT.

DO NOT FORGET OUR LOAN PLAN FOR REPAIRS AND ADDITIONS, PAINTING, PLUMBING,
etc. NO DOWN PAYMENT AND EASY MONTHLY TERMS. CALL IN AND ENQUIRE.

ROYAL LUMBER YARDS LTD

PHONE 6

Les Spivey, Manager.

PUBLIC NOTICE

APPLICATIONS ARE INVITED FOR THE POSITION OF CARETAKER FOR THE NEW COMMUNITY HALL. PLEASE STATE SALARY EXPECTED. ALL APPLICATIONS SHOULD BE IN THE HANDS OF THE SECRETARY OF THE TOWN OF BASSANO NOT LATER THAN 5 P.M. ON WEDNESDAY, NOVEMBER 30th. DUTIES TO COMMENCE ON DECEMBER 1st.

SOCIETIES AND CLUBS PLANNING TO RENT THE COMMUNITY HALL DURING THE MONTHS OF DECEMBER AND JANUARY ARE ADVISED TO BOOK THE DESIRED DATES WELL IN ADVANCE IN ORDER TO BE SURE THE DATE IS AVAILABLE. PLEASE CONTACT HUGH PEARCE AT THE TOWN HALL FOR INFORMATION ON RATES.

CLARKE'S

BODY & SERVICE

SEE THE NEW WILLYS JEEP ON SHOW.
GAS & OIL, TIRES, BATTERIES AND
OTHER AUTO ACCESSORIES.

PHONE 111.

BASSANO.

ROSEMARY NEWS

Mr. & Mrs. G.G.R. Sharp (nee Pearl Eastman) of Jamaica have been visiting relatives and friends here. They

The Annual High School Sadie Hawkins week concluded for another year with a brisk hay ride followed by a party.

B.C. Stringam has a number of weaning calves suffering with pneumonia, due to the extreme cold.

Mr. B.J. Coombs is in the Brooks Hospital suffering from an infection in his hand.

GEM NEWS

We have not been fortunate enough to obtain a correspondent and local agent at Gem as yet. We hope to be able to fill this space with news from Gem and district next week.

The Editor.

GEORGE MCKAY

IS AGENT FOR ALL CLASSES OF

PHONE 29

BASSANO.

WHY RENT

FOR IMMEDIATE SALE

SMALL HOUSE ON WATER LINE. FOUR ROOMS
AND PANTRY. CELLAR 10' X 10'.

PRICE \$1,250.00 CASH

A comfortable little house at a
moderate price.

APPLY TO

JAS. R. DONALDSON

Licensed Realtor.

PHONE 14 or 21

BASSANO.

Important message To Farmers

BY ORDERING YOUR SPRING
REQUIREMENTS OF OILS AND GREASES NOW
YOU WILL BE SURE THEY WILL BE IN
STOCK WHEN YOU NEED THEM NEXT SPRING.
THIS WILL NOT ONLY PROTECT YOU
AGAINST A RAISE IN PRICE BUT WILL
EARN YOU A DISCOUNT BESIDES.

CALL IN AND SEE HOW YOU CAN SAVE
money by ordering your SPRING needs
NOW.

Joe Harris

YOUR IMPERIAL OIL AGENT
PHONE 53 BASSANO.

PUBLIC NOTICE

S-D DAY

SAFE DRIVING DAY, DECEMBER 1st.

Every citizen of Bassano is hereby
asked to pledge that he or she will
accept full personal responsibility
for complete adherence to the follow-
ing basic safety principles:

1. Observe the letter and spirit of
all traffic regulations.
2. Be courteous to every other driver
and pedestrian on the street.
3. Be alert while driving or walk-
ing.

HELP KEEP OUR COMMUNITY FREE
OF TRAFFIC ACCIDENTS.

S-D DAY has been proclaimed in Can-
ada by Prime Minister St. Laurent.

REMEMBER THAT THE LIFE YOU SAVE BY
BEING CAREFUL MAY BE YOUR OWN.

This advertisement is sponsored by
the Bassano Herald.

Be Wise

HAVE YOUR WELDING AND MACHINE
WORK DONE BY EXPERT MACHINISTS.

WE CAN MEND ANYTHING EXCEPT A
BROKEN HEART. TRY OUT SERVICE.

*Schelske's
Welding
Shop*

PHONE 140



NOW
IS THE
TIME



TO DROP IN AND SEE OUR SELECTION OF TOYS FOR CHRISTMAS WHILE OUR STOCK IS COMPLETE.

WE ALSO HAVE A FULL LINE OF GIFT WRAP, CHRISTMAS CARDS, TREE DECORATIONS AND GIFT WARE FOR YOUR YULE TIDE REQUIREMENTS.



HAVE YOU SEEN THE ALL NEW ZENITH REFRIGERATOR-FREEZER COMBINATION?
SOME OF THE DESIRABLE FEATURES OF THIS COMBINATION REFRIGERATOR ARE:

- 57.7 pounds of frozen food space,
- 8.68 cubic feet of refrigeration space,
- 100 % automatic defrosting.

LIST PRICE \$459.00 BUT WE ARE INTRODUCING THIS WONDERFUL REFRIGERATOR COMBINATION AT A NEW LOW PRICE OF \$398.95 WITH TERMS AS LOW AS \$39.89 DOWN AND \$17.50 PER MONTH. THIS REFRIGERATOR WILL SOLVE YOUR FOOD STORAGE PROBLEMS. INSPECT ONE IN OUR STORE AND BE CONVINCED THAT IT IS JUST WHAT YOU HAVE NEEDED AT A PRICE TO FIT YOUR BUDGET. TAKE ONE HOME TODAY.

MARSHALL-WELLS STORES

FLANAGAN BROS. LTD. - OWNERS

PHONE 118

BASSANO

Clearance Sale

LADIES AND CHILDRENS RUBBERS

WHILE THEY LAST

PER PAIR

50¢

WE HAVE A COMPLETE STOCK OF SHOES AND RUBBER FOOTWEAR FOR THE WHOLE FAMILY. BUY YOUR REQUIREMENTS IN WINTER FOOTWEAR WHILE STOCKS ARE COMPLETE.

NOW IS THE TIME TO DO YOUR CHRISTMAS COOKING. WE HAVE A GOOD STOCK OF PRESERVED CHERRIES, MIXED FRUIT AND PEEL, ALMONDS, WALNUTS, ICING, IN FACT EVERYTHING FOR YOUR CHRISTMAS CAKE OR PUDDING.



A SUGGESTION FOR A CHRISTMAS PRESENT IS HORNER'S ENGLISH TOFFEE IN FANCY TINS IN ASSORTED SIZES AND DESIGNS. YOUR FRIENDS WILL REALLY APPRECIATE ONE OF THESE TINS OF TOFFEE THIS CHRISTMAS.

.....

WESTONS COOKIES, FIVE FLAVORS
Raspberry, Maple, Custard, Lemon
and Meltose.

SPECIAL FOR ONLY 29¢ per pkg

ROBIN HOOD CAKE MIX DEAL
1 white cake mix
1 chocolate cake mix

BOTH FOR 49¢

VEL or LUX DETERGENT 5¢ OFF REGULAR PRICE

OGILVIE GOLD CAKE MIX 6¢ OFF REGULAR PRICE

2 PKG ROYAL INSTANT PUDDINGS AT 5¢ OFF REGULAR PRICE

FRIENDLY STORES LTD

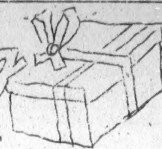
BASSANO

PHONE 9

ALBERTA.



Grand Opening DANCE



in the NEW COMMUNITY HALL

ON FRIDAY, DECEMBER 2nd, 1955

SANQUIST'S ORCHESTRA

ADMISSION \$1.00 PER PERSON



COME ALL

WE CAN SAVE YOU MONEY ON YOUR
SHOPPING NEEDS.

SHOP

AT THE SIGN OF
THE RED & WHITE.

COME IN AND TALK OVER OUR CASH IN
ADVANCE PLAN.

MORE CENTS PER DOLLAR AT

CASEY'S

PHONE 7 RED & WHITE STORE
BASSANO

HOW ABOUT

BRINGING YOUR AUTO IN AND HAVE IT--
WINTERIZED FOR EASY STARTING?

WE HAVE A FULL STOCK OF WINTER GRADE
OILS AND GREASES, BATTERIES, TIRES
AND ALL OTHER AUTO ACCESSORIES.

BUDS SERVICE

Phone 171 - R3

BASSANO

J. W. RATZLAFF

PHONE 99

TREASURY BRANCH AGENCY
INSURANCE AND REAL ESTATE
NOTARY PUBLIC

BASSANO